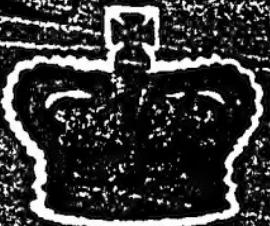


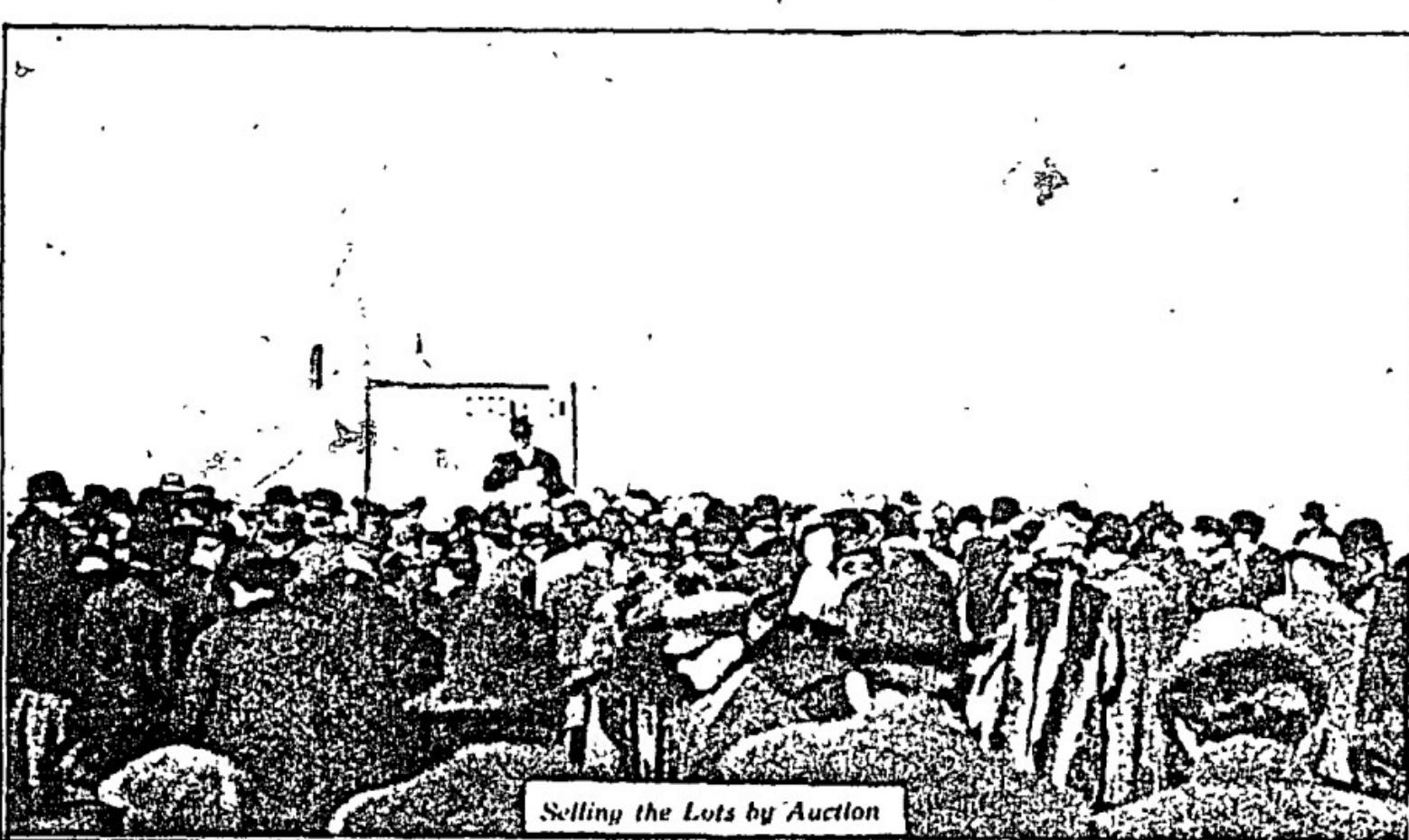
CONFIDENTIAL



91

**Q**UIETLY, yet quickly and solidly, a new railway centre has come into existence in Alberta—Coronation. It is a centre in which many influences have combined to make it a particularly attractive point for investors and those in search of profitable business locations. Selected by the Canadian Pacific Railway Company to be a Divisional town and the scene of extensive railway operations, occupying a commanding site, situated in the centre of exceptionally fine farming districts, and located on what will eventually be a great through route from Chicago to Edmonton, Coronation has before it a prosperous future which—whatever else it may mean—certainly means profit on property investments.

The following account of the initial auction sale of lots will reveal to those not familiar with the facts, some of the reasons for the faith which shrewd investors have in the future of Coronation.

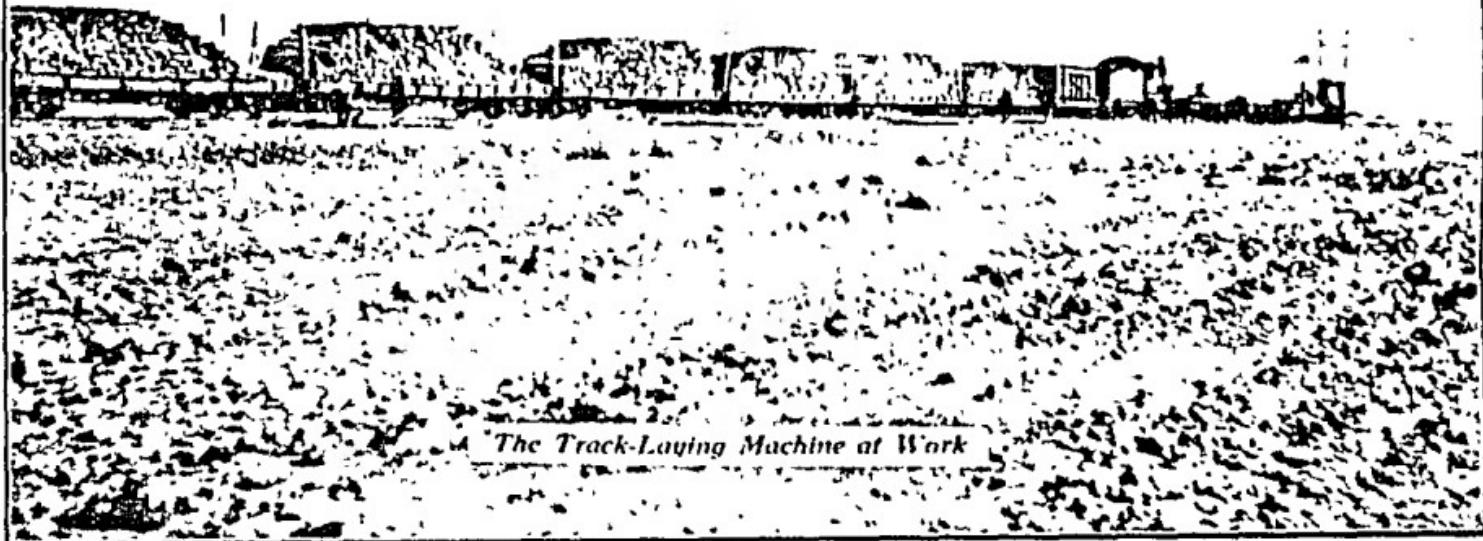


*Selling the Lots by Auction*

# The Coming of Coronation : BY A WITNESS

WESTERN real estate records of more than usual interest were created at the sale of the new C.P.R. townsite, Coronation, on September 27th. This townsite is located upon Section Thirteen, Township Thirty-six, Range Eleven, West of the 4th Meridian, on the Lacombe branch of the Canadian Pacific Railway. The lots were sold by auction and in explanation of the unusual interest manifested in the sale, it may be stated that Coronation has been selected by the railway Company as a divisional point and it is expected that several branch lines will in the near future be constructed therefrom. Two of these are proposed north and northwesterly and a third line is projected southeasterly to connect with the branch now under construction northwest-  
erly from Swift Current.

The townsite as at present surveyed contains twenty-five blocks and some eight hundred lots and with an eye to its future development the Company has set aside a block for school purposes, another block for municipal buildings and a large area for a public park. The two principal streets are Royal and Windsor, each of which is one hundred feet in width. The site of the town occupies a most commanding position from which the farming country is visible for miles around. Roomy station grounds and divisional yards ample for future extensions have been provided for railway purposes



*The Track-Laying Machine at Work*

## The Coming of Coronation

and water is readily obtainable, the Railway Company having already obtained in their well on the Station Grounds an ample supply for railway purposes. A superior quality of lignite is found in large quantities in the immediate neighborhood. The ground falls away on a gentle slope in all directions from the townsite. Thus the three vital questions of water, fuel and drainage are satisfactorily settled.

Buyers were present in large numbers, there being fully five hundred people at the sale and they came from practically all parts of the continent. There was quite a contingent of investors from the United States and the Eastern provinces of the Dominion were also well represented. Even the Yukon furnished a buyer.

The railway reached Coronation but two hours before the first passenger train of purchasers arrived at the site. An accident to the construction train, wet weather and many of the other trials incidental to railway construction, delayed the laying of the steel until almost the last minute, with the result that on the evening of September 26th the completed track reached Coronation at six o'clock and two hours later the first passenger train steamed in. Very few of the intending purchasers, however, were aware of the fact that they were travelling over new steel practically as fast as it was being laid down and it was not until the morning of the 27th that the sun disclosed to

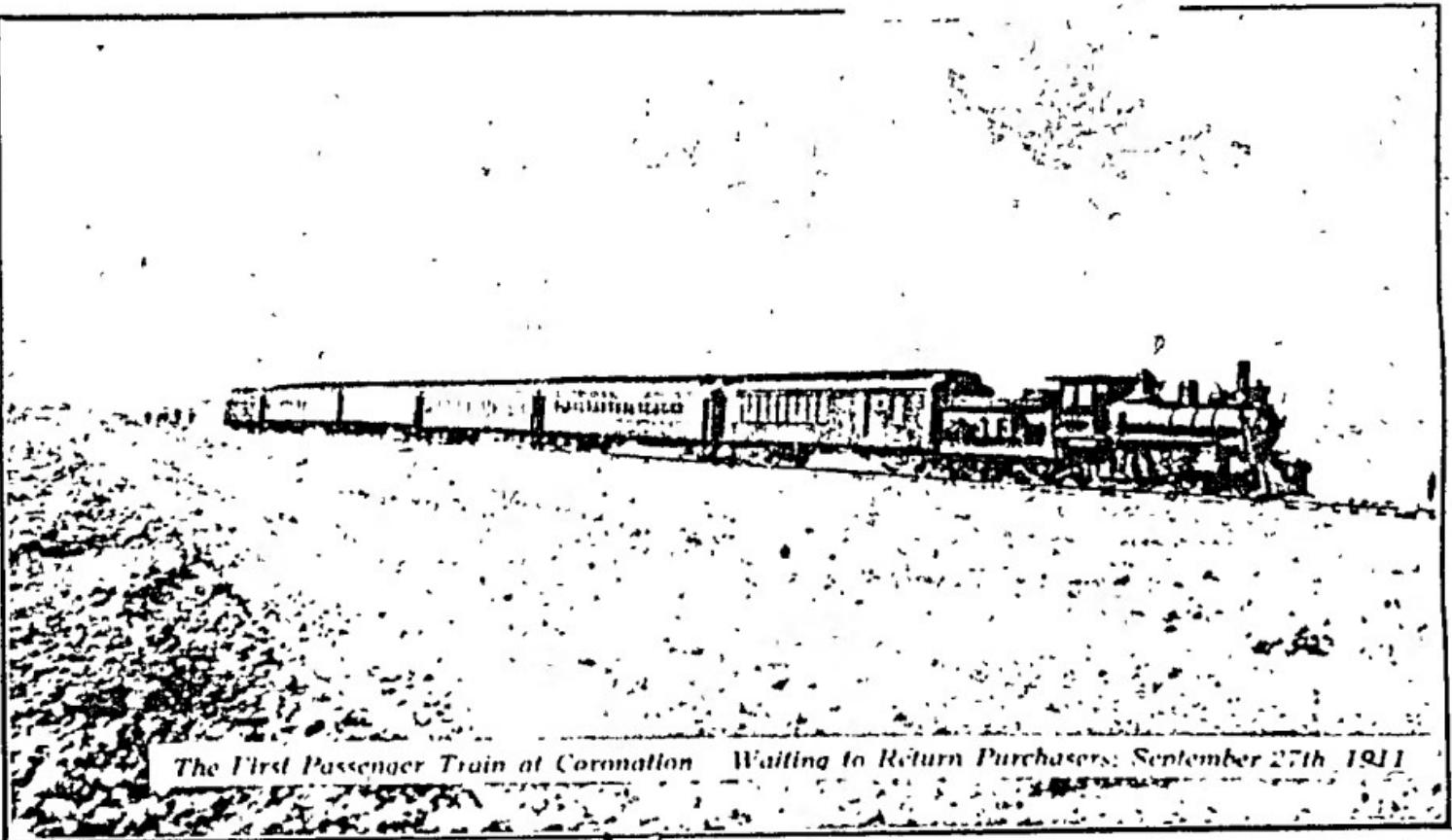


*All Classes of Buyers were Present*

### The Coming of Coronation

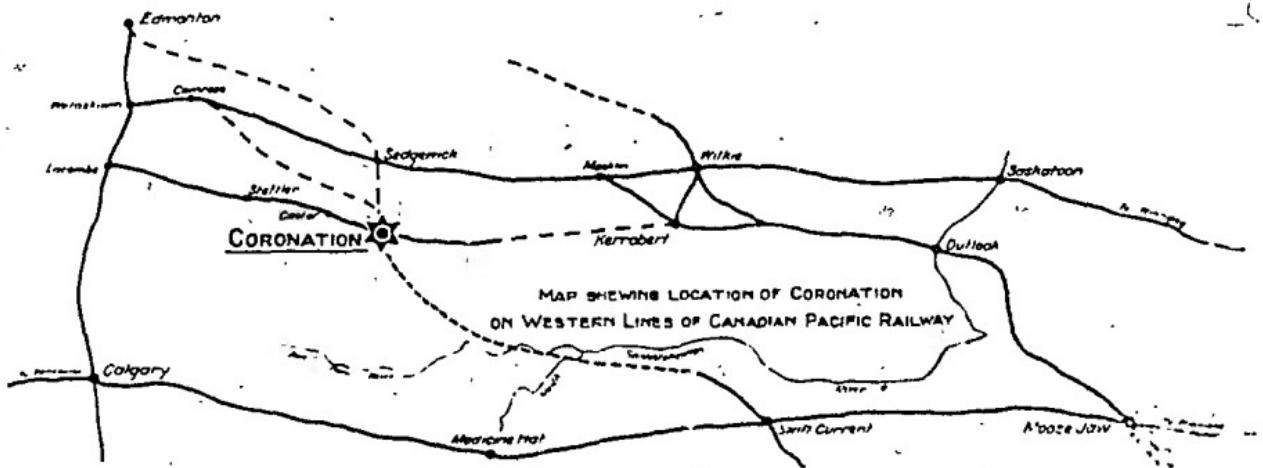
their astonished eyes the unique sight of the track-laying machine at work in Coronation, a scant hundred yards ahead of their train.

If the weather worked against the railway, however, during construction, it presented a complete change of front on the day of the sale, when it was all that could be desired. Bidding for lots began promptly at ten a. m. and continued briskly until darkness made it impossible to proceed further. The buyers represented practically every business and profession incidental to the establishment of a new town. Bankers and blacksmiths, bakers and barristers, painters and physicians became as one in a united desire to secure the lots with which they were most taken. The investor, of course, was also in evidence but every man who wished to engage in business at the townsite was able to secure sufficient property for his purposes. The lots were listed at low up-set prices, but basing their faith in the future of Coronation as a railway, commercial and distributing centre, the bidders speedily raised the prices to record proportions. As high as twenty-nine hundred dollars was paid for lots One and Two in Block Twelve, one of the principal business corners, and prices ranging from twelve to fifteen hundred dollars were paid for single business lots of twenty-five feet frontage. This averages sixty dollars per foot frontage and constitutes a new high record for prices paid for townsite property



The First Passenger Train of Coronation Waiting to Return Purchasers: September 27th, 1911

## The Coming of Coronation



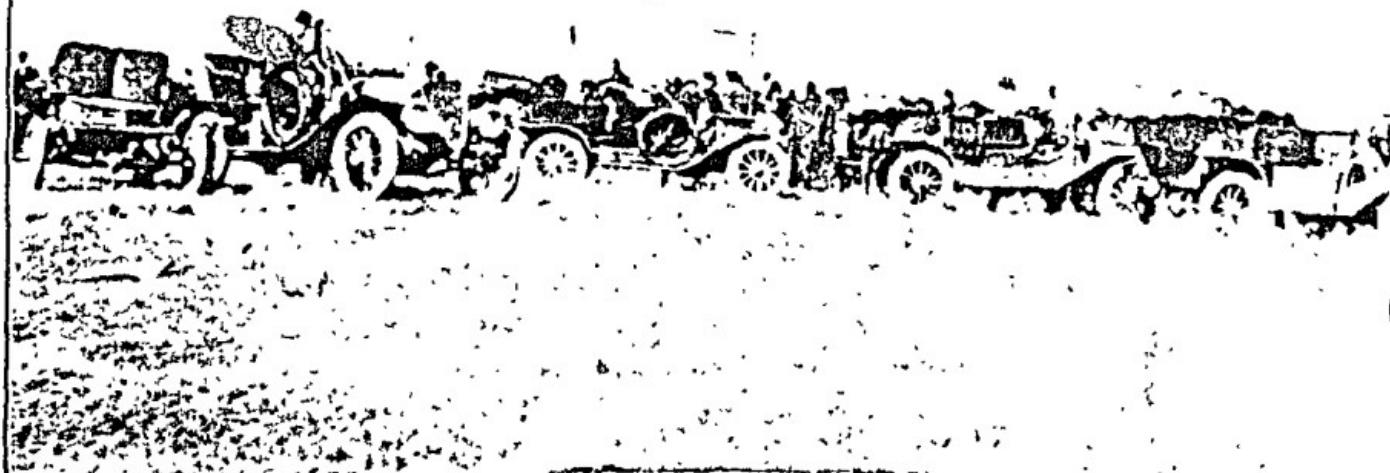


*Another View of the Sale in Progress*

## The Coming of Coronation

under such conditions. In all, the day's sale amounted to upwards of one hundred and thirty thousand dollars. While the price paid may appear somewhat high to the outsider they were undoubtedly on a solid business basis since farming operations in the vicinity of Coronation, together with the railway pay-roll and commercial activity, will yield to the future City a purchasing revenue more than ample to justify their investments. Many of the merchants will turn over a car-load of goods per week and the annual value of their trade will run well into the thousands. It is therefore easily apparent that with such a splendid field for commercial enterprise the prices paid for lots were entirely justified and there is not the slightest doubt but that many of the merchants will, in the course of a few months do business sufficient to enable them to pay in full for their lots and buildings and show a substantial balance in the bargain.

There were many interesting side-lights at the sale, which furnished a most remarkable picture of the enterprise and energy for which the citizens of the West are justly famous. The purchasers camped over night in some dozen large tents provided by the railway company, which included also a dining tent capable of seating one hundred and twenty-five people. A little further on the tents of the construction camp were also grouped together and the scene at the day of the sale was one full of life and interest.

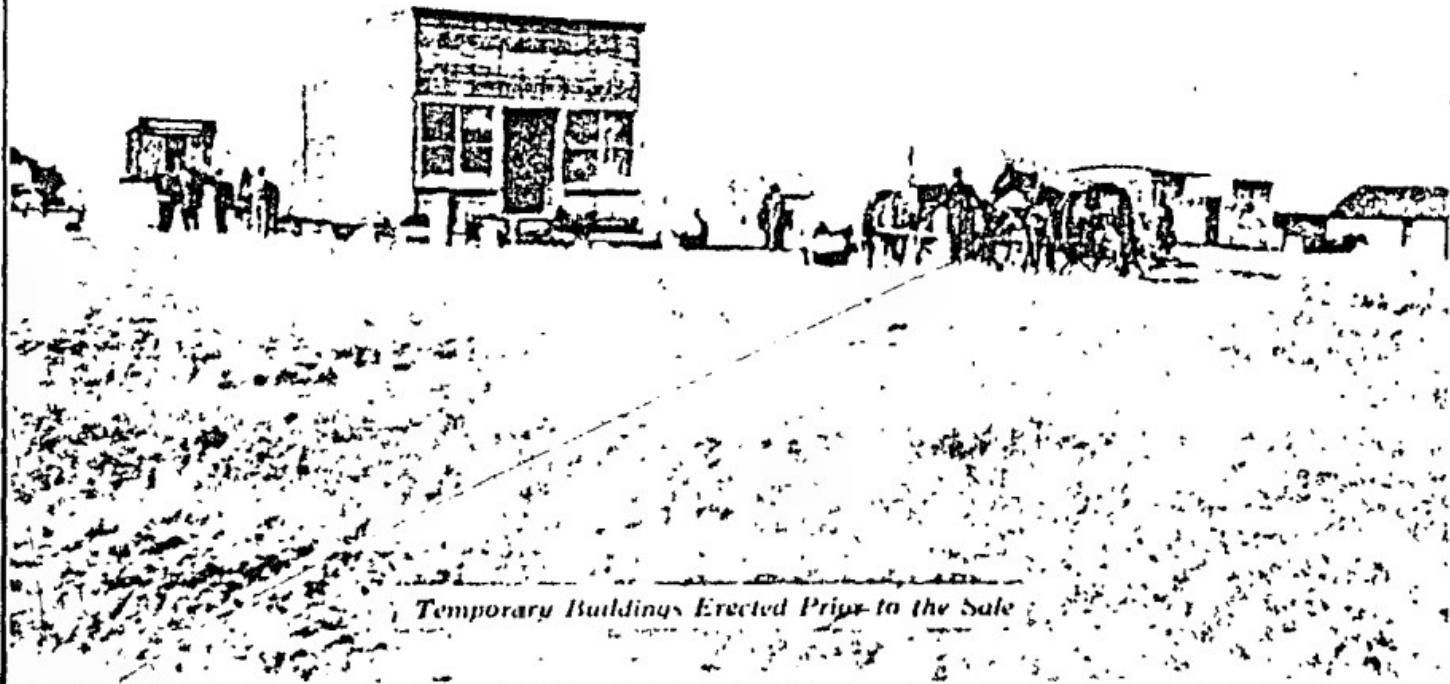


*Autos at the Scene of Sale*

## The Coming of Coronation

Many of the more enterprising merchants had erected temporary buildings on the town-site prior to their securing a lot and one of the interesting events at the sale was the moving of a substantial double fronted hardware store to which ten teams of horses were hitched. Another commendable piece of enterprise was the issuing of a newspaper on the day of the sale. This newspaper appeared early in the afternoon and contained a full report of the sale proceedings during the morning. It is known as the Coronation News-Review and has the distinction of being the first newspaper ever printed in Canada on its own press, issued from its own offices and distributed to the public on the very day on which the townsite itself was first offered for sale. The copies distributed among the buyers were eagerly sought after and will no doubt be preserved by those who were fortunate enough to secure one, as a unique record of western development and enterprise.

Even the moving picture man was present with complete apparatus and the pictures he secured while the sale was in progress will be exhibited in practically every town and city on the North American continent and while this will prove an exceptionally fine advertisement for the town of Coronation it will also be the means of directing the attention of homeseekers and investors to the wonderful opportunities afforded for men



*Temporary Buildings Erected Prior to the Sale*

## The Coming of Coronation

of enterprise by the Canadian West as a whole. On September 28th, the day following the sale, a Board of Trade was organized with thirty members. Many of the purchasers came in parties from the surrounding towns by automobiles and scores of farmers drove in out of curiosity in their wagons and democrats. To the uninitiated the presence of the camp, the whirr of the moving automobiles, the constant stream of traffic, the almost magic moving of the buildings and the excitement at the sale must have proved bewildering; and it needed but an airship to complete a scene of twentieth century progress as typified in western Canada. It is almost safe to prophesy however, that within a year from date the new town of Coronation will have a population of at least one thousand. Up-to-date schools and municipal buildings will have been constructed, the railways will be in full operation, the merchants will be busy taking care of their ever expanding trade and the unusual scenes at the crowning of Coronation will have been forgotten.



*A Corner in the Camp at Coronation*

## The Coming of Coronation

### IMPORTANT

**A**LREADY reports are to hand of remarkable increases in the value of property purchased at the sale of lots in Coronation but you can still secure well located lots direct from the Railway Company at prices from \$50 up, on the usual easy terms of one-third cash and the remainder in six and twelve months. Every lot purchased now should show a substantial increase in value in the course of a few months.

If you wish to invest in one of the most flourishing railway centres in the West, apply immediately to the Land Department of the Canadian Pacific Railway, Winnipeg, for plan of townsite, and price list of business and residential lots. Remember that every lot in the townsite will increase in value. Invest without delay and pocket the benefit of future increases in value.

**Land Department, Canadian Pacific Railway Company  
WINNIPEG, CANADA**

F. T. Griffin,  
Land Commissioner.

J. L. Doupe,  
Asst. Land Commissioner.

